

CFDA No. 45.024
NEAPS1202

Program Solicitation: *Your Town: The Citizens' Institute on Rural Design*

Proposal Receipt Deadline: January 5, 2012

The Arts Endowment requires organizations to submit their proposals electronically through Grants.gov, the federal government's online application system. The Grants.gov system must receive your validated and accepted proposal no later than 11:59 p.m. on the deadline date above. We strongly recommend that you **submit at least 10 days in advance of the deadline** to give yourself ample time to resolve any problems that you might encounter.

Background

Created by the National Endowment for the Arts in 1991, ***Your Town*** aims to enhance the quality of life and economic viability of rural areas through planning, design, and creative placemaking. This program empowers local citizens to help capitalize on unique local and regional assets in order to guide the civic development of their own communities.

Your Town workshops bring together participants from one or several communities in a geographic region to address specific planning and design issues. These issues range from downtown revitalization, arts-based development strategies, heritage preservation, and land and agricultural conservation to growth management, transportation, and subdivision design. Experts in planning, architecture, landscape architecture, historic preservation, transportation, economic development, creative placemaking, and related fields participate in each workshop, as appropriate to the issue(s) under consideration, and help participants understand different design techniques and resources available to them.

This program is intended to help communities with populations of less than 50,000 and/or towns located in a non-metropolitan county or in a metropolitan county on the urban fringe. The terms "community" and "town" are broadly interpreted; they can relate to the area within a town's borders, or a town and its surrounding area.

Since 1991, ***Your Town*** has been responsible for more than 60 workshops in all regions of the country. Beginning with the Cooperative Agreement that will result from this Program Solicitation, the Arts Endowment plans to partner with the U.S. Department of Agriculture (USDA), and its state Rural Development offices, on this program.

Scope of Work

The purpose of this Program Solicitation is to select an organization (Cooperator) to coordinate all *Your Town* activities nationally. In brief, the Cooperator will:

- Plan, coordinate, and support a series of workshops to address specific regional planning and design issues in rural communities in various geographical areas in the United States. The Cooperator will be responsible for approximately four multi-day workshops during the period of this Cooperative Agreement. It is anticipated that each workshop will cover:
 - Engaging design to enhance the quality of life and economic vitality of rural areas.
 - Design values and techniques as they relate to both regional and site-specific development and conservation issues.
 - Techniques for the inventory and analysis of rural environments.
 - Empowering local citizens to help guide the development of their communities and protect and enhance their environments, including methods to encourage citizen participation, cultivate design leadership, and make effective use of technical services.
 - Asset-based development techniques that build unique local identity, including creative placemaking as appropriate.
- Develop and implement an application and review process for communities that are interested in hosting these workshops.
- Monitor and evaluate the workshops and accompanying follow-up activities in the host communities.
- Host and upgrade the *Your Town* website as an up-to-date and flexible resource on *Your Town* activities as well as planning, design, and creative placemaking in rural communities.
- Host, upgrade, and maintain the *Your Town* contacts database to allow for targeted outreach to relevant constituencies.

Detailed Requirements

The Cooperator will work with the NEA Project Director, and through the NEA Project Director with other NEA staff as appropriate, on all aspects of this program. The NEA Project Director will be the Arts Endowment's Design Director.

The Cooperator will:

1. Work with the NEA Project Director to refine the details and schedule of this program, and to identify target geographic areas for outreach about workshop hosting opportunities. Refinement of all components of this project will be informed by an evaluation of the *Your Town* program that is scheduled to be completed by spring 2012.
2. Secure NEA approval of any consultants, contractors, or partner organizations that will be working on this program, before they are engaged.
3. Work with the NEA Design staff to identify a group of individuals who can serve informally as volunteer planning, design, and arts advisors for this program. These individuals might help identify and recruit workshop speakers, panelists, and other professionals who have experience with specific rural design challenges, and provide suggestions on other aspects of the program as well. The Cooperator will secure NEA approval of the proposed individuals, and a strategy for working with them, before they are contacted to participate.
4. Develop plans for, and provide to the NEA for approval, a proposed administrative structure for the *Your Town* workshops. This structure should provide for:
 - a) National coordination that assures that all workshops: are on schedule; are of consistently high quality; contain a core body of information on rural design and development; and address the needs of the targeted rural constituency.
 - b) Administrative support that minimizes the burden on participating communities and host organizations. This support may come at the national level directly from the Cooperator. Or, the Cooperator may propose a regional structure that is tied to its own network, university design or community development centers, or other appropriate resources.
 - c) Planning and implementation of the individual community workshops in partnership with the selected community's local leadership. The following duties are among those required for each workshop:
 - Determining the problems or case studies that will be used to focus the workshop issues.
 - Working with the community to select approximately 30 community participants, with particular attention to achieving varied backgrounds, geographic distribution (as appropriate to the given location), and ethnic diversity.
 - Identifying and recruiting workshop faculty and speakers from relevant design and related disciplines. This group should include resource specialists in areas such as rural economic development, fund raising, zoning, and creative placemaking as appropriate to the given workshop topic.
 - Submitting the names of proposed workshop faculty, speakers, and other resource specialists to NEA for approval prior to formally inviting these

individuals to participate. The Cooperator should note that these individuals will be subject to the Standards of Conduct outlined on page 11.

- Preparing appropriate materials for the workshop.
 - Working with the community to arrange accommodations, travel, and all other necessary logistics.
 - Implementing the workshop.
 - Administering a participant evaluation questionnaire.
 - Preparing a post-workshop report that evaluates the strengths and weaknesses of the workshop, and includes evaluations by workshop participants and attendance statistics.
 - Preparing a list of all workshop participants, with contact information, in a format approved by the NEA.
 - Conducting follow-up activities that can extend the workshop's impact after it ends. This may include in-person or electronic community forums, educational sessions, photo documentation, or other relevant activities.
 - Encouraging workshop hosts to seek broad community support for the workshop. (No NEA or matching funds can be used to help support fund-raising efforts.)
5. Develop plans for, and provide to the NEA for approval, an application and review process for organizations and communities interested in hosting workshops.

This process will include: (1) writing and securing NEA approval of new guidelines for applicants interested in hosting workshops; and (2) proposing a targeted guideline distribution and outreach strategy. The new guidelines should reflect the Cooperator's proposed administrative structure noted above; clarify the administrative and post-workshop responsibilities of the workshop hosts, including concrete steps for implementation and evaluation; and emphasize the need for local government support.

6. Distribute the NEA-approved guidelines and receive applications.
7. Carry out an application review process approved by the NEA.

Work with the NEA Project Director to develop a list of potential panelists who will review applications from organizations seeking to host workshops. Contact potential panelists to inquire about their interest and availability in participating, and to ensure that conflicts of interest are avoided. Secure NEA approval of the final roster of candidates. The panel must be composed of experts in the field, including a layperson, who reflect a wide geographic, ethnic, and minority representation as well as diverse aesthetic and cultural points of view.

- Provide to the NEA for approval a plan for convening the panel, and convene as approved. The Cooperator is responsible for paying travel and per diem costs for any in-person meeting(s). Meeting participants must adhere to standards of conduct reflected in the NEA's [*Standards of Conduct for Panelists*](#), dated November 2011.

Funding decisions must be made on the basis of the NEA's criteria of artistic excellence and artistic merit. More specific selection criteria will be developed by the Cooperator in consultation with the NEA and must be approved by the NEA Project Director.

8. Secure NEA approval of the workshop host applicants recommended by the panel, and provide funding to them. It is anticipated that there will be approximately four workshops in various geographic areas around the country during the period of this Cooperative Agreement. The Cooperator will work with the NEA Project Director to determine the exact number of workshops, and the length and format of each. This decision will be informed by the evaluation of the *Your Town* program mentioned earlier in this solicitation.
9. Develop, and provide to the NEA for review and approval, a revised *Your Town* manual and other key workshop materials. (The NEA Project Director will provide the Cooperator with examples of material used in the past.)
10. Coordinate with the NEA Project Director and workshop hosts on the details for the individual workshops and follow-up activities in each host community. All workshop resource specialists, speakers, and faculty nominees must be submitted to the NEA Project Director for approval before they are invited to participate and must abide by the Standards of Conduct on page 11.
11. Develop documentation and evaluation plans with the NEA Project Director and the NEA Office of Research & Analysis, and carry out the approved plans. Evaluation should include performance measurements designed to determine the achievement of results consistent with the NEA outcome for this program: ***Livability: American communities are strengthened through the arts.*** (See page 10 for more information on this outcome.)

Evaluation should include not only the Cooperator's management and performance of the overall program, but also evaluations of each local workshop, including accompanying follow-up activities in the host community.

12. Arrange for a member of the Cooperator's staff or another appropriate observer to attend each workshop in its entirety and prepare an evaluation.
13. Serve as a resource for the workshop hosts once their workshops are completed. This may entail providing suggestions on follow-up activities in the community or means of tracking outcomes from the workshops; being available to answer questions; etc.
14. Host and upgrade the *Your Town* website as an up-to-date and flexible resource on planning, design, and creative placemaking in rural communities. This site should emphasize case studies and outcomes of past *Your Town* workshops (NEA will make relevant data available to the Cooperator), and provide information on upcoming events, opportunities, technical assistance, and other relevant resources for rural communities. The website must be maintained as a stand-alone site

separate from the Cooperator's own website. Mock-ups of a revised website and all proposed public communications must be approved through the NEA Project Director and NEA Public Affairs Office before posting.

The Cooperator is responsible for obtaining all permissions and releases necessary for website postings, consistent with requirements established by the NEA's Office of General Counsel. The Cooperator should also track hits on the website for reporting to the NEA.

The Cooperator must provide all information necessary for the NEA Project Director to have full access to and use of this site through and at the end of the period of this Cooperative Agreement.

15. Host, upgrade, and regularly update a *Your Town* contacts database. Develop targeted electronic and other appropriate outreach to relevant constituencies about opportunities for workshop hosting, dissemination of workshop results and impacts, and other news and opportunities related to rural arts and design. Secure NEA approval of proposed outreach plans.
16. No later than 90 days after the completion or termination of the Cooperative Agreement, submit to the NEA's Grants & Contracts Office/Cooperative Agreement Section and to the NEA Project Director, a Final Descriptive Report (FDR) and a Federal Financial Report (FFR), Standard Form 425. The FDR must include the evaluations of each community workshop, including evaluations completed by the workshop participants, as well as the Cooperator's overall evaluation of the program and recommendations for the future.

Responsibilities of the NEA Project Director

The NEA Project Director for this Cooperative Agreement will be the Design Director, who will work closely with other NEA staff as appropriate on this program. The Project Director will:

1. Work with the Cooperator to refine the project plans and schedule, and to identify potential geographic areas to target for outreach about workshop hosting opportunities.
2. Approve any consultants, contractors, or partner organizations that the Cooperator proposes to have work on this program.
3. Work with the Cooperator to identify a group of individuals who can serve informally on a volunteer basis as planning, design, and arts advisors for this program. Approve any such individuals, and the Cooperator's strategy for working with them, before they are contacted by the Cooperator to participate.
4. Review and approve the administrative structure for support of the *Your Town* workshops proposed by the Cooperator.

5. Review and approve the application and review process for organizations interested in hosting a workshop proposed by the Cooperator. This process includes approving the proposed guideline language and distribution plans.
6. Work with the Cooperator and the volunteer planning, design, and arts advisors to develop a list of potential panelists who will be reviewing workshop requests. Approve the final roster of candidates and the plans for convening the panel.
7. Attend the panel meeting as an observer and advisor, not as a panelist. Approve the list of organizations recommended as workshop hosts.
8. Provide the *Your Town* manual and other relevant items from past workshops to the Cooperator as examples. Review and approve the Cooperator's new material.
9. Review documentation and evaluation plans with the Cooperator and the NEA Office of Research & Analysis. Approve the proposed plans.
10. Coordinate with the Cooperator and any participating regional support partners on the plans for each workshop. Approve all individuals proposed as faculty nominees, speakers, and resource specialists before they are invited to participate. Approve proposed follow-up activities and provide the Cooperator with the desired format for contact information for workshop participants.
11. With the NEA's Public Affairs Office, review and approve the proposed mock-up of the revised *Your Town* website and proposed public content. Review and approve plans for targeted, electronic and other outreach to relevant constituencies through use of the *Your Town* contacts database.
12. Act as liaison between the Cooperator and any other NEA staff (e.g., Research & Analysis, Public Affairs) that might be involved in this project.

Tentative Schedule

The schedule below is a very general, tentative schedule only. **Applicants should propose any schedule starting on or after May 1, 2012, that suits their organization.** The Arts Endowment will work with the Cooperator to refine dates as the Cooperative Agreement is developed.

May 1, 2012	Earliest start date for period of support.
Summer 2012	Cooperator refines project plans with NEA; Cooperator works with NEA to develop informal group of planning, design, and arts advisors.
Summer 2012	Cooperator submits proposed plan for administrative support structure to NEA for approval.
Summer 2012	Cooperator works with NEA to secure approval of website design and content, and database content. (Cooperator hosts, maintains, and regularly updates website and database throughout period of support.)
September 2012	Cooperator submits proposed application and review process, and proposed guidelines, for workshop hosts to the NEA for approval. Cooperator provides revised <i>Your Town</i> manual to NEA.
Fall 2012-Winter 2013	Cooperator distributes guidelines, secures NEA approval of proposed panelists, receives applications, and implements application review process; discusses evaluation with NEA.
Spring 2013	Cooperator provides funds to workshop hosts; coordinates all <i>Your Town</i> activities nationally and with individual hosts.
Summer 2013	Workshop hosts conduct follow-up activities in their communities. Cooperator monitors and evaluates the workshops and follow-up activities.
18 months after start date.	Period of support ends.
90 days after period of support ends.	Cooperator's final reports, including required evaluations and recommendations for the future, due to NEA.

Award Information

Cooperative Agreement Amount

The NEA expects to award one Cooperative Agreement of up to \$150,000, contingent on the NEA's FY 2012 appropriation.

This award must be matched at least dollar for dollar with nonfederal funds. These matching funds may be all cash or a combination of cash and in-kind contributions. Applicants may include matching funds that are proposed but not yet committed at the time of the application deadline.

An organization may not receive more than one Arts Endowment award for the same project during the same or an overlapping period of support.

Period of Support

This Cooperative Agreement may begin no earlier than May 1, 2012, and may extend for up to 18 months.

The Arts Endowment may enter into subsequent Cooperative Agreements with the organization selected as a result of this Program Solicitation. See "Subsequent Cooperative Agreements" below.

Applicant Eligibility

Nonprofit, tax-exempt 501(c)(3), U.S. organizations; units of state or local government; or federally recognized tribal communities or tribes may apply. The applicant must:

- Meet the Arts Endowment's "[Legal Requirements](#)" at the time of application.
- Have submitted acceptable Final Report packages by the due date(s) for all Arts Endowment award(s) previously received.

How to Prepare and Submit an Application

You are required to submit your application electronically through Grants.gov, the federal government's online application system. **The Grants.gov system must receive your validated and accepted application no later than 11:59 p.m., Eastern Time, on January 5, 2012.** We strongly recommend that you submit at least 10 days in advance of the deadline to give yourself ample time to resolve any problems that you might encounter.

Before you submit through Grants.gov for the first time, you must be registered. This is a multi-step process for which you should allow at least two weeks. Registration must be completed before you can apply. See "Get Registered." for details. If you have

already registered with Grants.gov, renew/verify your registration with Grants.gov and make sure that all of your information is current before you apply. See “How to Prepare and Submit an Application” on pages 13-21 for further instructions.

Application Review

Proposals will be reviewed on the basis of the following criteria:

Artistic excellence, which includes the:

- Quality and creativity of the proposed approach to this program.
- Quality and expertise of the planning, design, and arts professionals who may serve as resources for this program.

Artistic merit, which includes the:

- Potential of the applicant's proposed plan to achieve results consistent with the NEA outcome for *Livability: Strengthening communities through the arts*. (See below for more information on this outcome.) This includes the potential:
 - To enhance the quality of life and economic vitality of rural communities through design.
 - To provide local citizens with the knowledge and resources to help guide the development of their own communities.
- Plans for documentation and evaluation, including appropriateness of the proposed performance measurements and their ability to provide evidence that the NEA Livability outcome was achieved.
- Applicant's experience with and commitment to rural design issues.
- Degree to which this program correlates to the applicant's mission and programs.
- Quality of any proposed regional partners.
- Ability to carry out the program based on such factors as the appropriateness of the budget, the quality and clarity of the project goals and design, the resources involved, the qualifications of the project's personnel, and the ability to leverage funds from other sources.

Outcome: Through *Your Town*, the Arts Endowment intends to achieve the following outcome: ***Livability: American communities are strengthened through the arts.*** Applications should reflect the results expected to be achieved by the project. If an award is received, the Cooperator also will be asked to provide evidence of those results.

The anticipated long-term results for Livability projects are measurable community benefits, such as growth in overall levels of social and civic engagement; arts- or design-focused changes in policies, laws, and/or regulations; job and/or revenue growth for the community; and changes in in-and-out migration patterns. You will be asked to address the anticipated results in your application. If you receive an award, you will be asked to provide evidence of those results at the end of your project. Given the nature of Livability projects, benefits are likely to emerge over time and

may not be fully measureable during the period of an award. You will need to provide evidence of progress toward achieving improved livability as appropriate to the project. Before applying, [please review the reporting requirements for Livability](#).

All applications are reviewed by an advisory panel. Panel recommendations are forwarded to the National Council on the Arts, which then makes recommendations to the Chairman of the National Endowment for the Arts. The Chairman reviews the Council's recommendations and makes the final decision on all grant awards. It is anticipated that applicants will be notified of award or rejection in May 2012.

Standards of Conduct

The Cooperator will be responsible for ensuring that all *Your Town* participants are familiar with and abide by the following standards of conduct:

- That individuals serving as workshop faculty, speakers, and resource specialists for *Your Town* workshops take no part in the discussion of any specific project or activity to be presented at a *Your Town* workshop in which he or she has a material financial interest.
- That those serving as workshop faculty, speakers, and resource specialists for *Your Town* workshops may not negotiate or enter into a consulting agreement or any other type of employment agreement with any participating town, with respect to any project or activity presented at the workshop for a period of one year from the person's last activity; except with the express written consent of the NEA General Counsel.
- Specific confidential (nonpublic) information obtained by individuals serving as workshop faculty, speakers, and resource specialists for the *Your Town* program, through the performance of their responsibilities, may not be used to solicit business with any participating town.

Travel Policy

Travel costs -- including lodging, meals, and incidental expenses -- must be reasonable and allowable in accordance with the Cost Principles contained in OMB Circulars A-122, A-21, or A-87 (and found in title 2 CFR, sec. 230, 220, and 225, respectively) as applicable. These costs must not exceed:

- Travel charges normally allowed by the applicant's institutional policy. (The selected organization must submit a copy of this policy, if it exists, to the Arts Endowment Grants & Contracts Office before a Cooperative Agreement can be finalized.)
- In the absence of an institutional policy on travel costs, costs established in the government-wide Federal Travel Regulation.

No federal or matching funds can be used to support federal staff travel.

Crediting Requirement

The Cooperator must clearly acknowledge support from the National Endowment for the Arts in all material related to this project, including the *Your Town* website. The Arts Endowment may provide the Cooperator with specific requirements for this acknowledgment.

Subsequent Cooperative Agreements

The Arts Endowment may enter into subsequent Cooperative Agreements with the recipient of this Cooperative Agreement. Any such future Cooperative Agreements, however, would be subject to agency priorities, the availability of funds, Cooperator performance, and the agency's regular review process.

General Terms and Conditions

National Endowment for the Arts Cooperative Agreements are subject to the **General Terms and Conditions for Grants and Cooperative Agreements to Organizations**.

Agency Contacts

If you have questions about programmatic requirements, contact:

Jamie Hand
NEA Design Specialist
202/682-5566
hand@arts.gov

If you have questions about award administration, contact:

Nicki Jacobs
Director, NEA Grants & Contracts Office
202/682-5403
jacobsn@arts.gov

[REMINDER: If you have questions about your Grants.gov registration or the mechanics of getting your application through the Grants.gov system, you should contact Grants.gov, not the Arts Endowment. Call the Grants.gov help desk at 1-800-518-4726, e-mail support@grants.gov, or consult the information posted on the Grants.gov Web site at [Help](#). The Grants.gov Contact Center is available 24 hours per day, seven days a week.]

Reporting Burden

The public reporting burden for this collection of information is estimated at an average of 20 hours per response including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The Arts Endowment welcomes any suggestions that you might have on improving its Program Solicitations and making them as easy to use as possible. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Office of Guidelines & Panel Operations, Room 621, National Endowment for the Arts, 1100 Pennsylvania Avenue, NW, Washington, DC 20506-0001. NOTE: Applicants are not required to respond to this collection of information unless it displays a currently valid U.S. Office of Management & Budget (OMB) control number.

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OMB No. 3135
Expires 11/30/2013

How to Prepare and Submit an Application

Organizations are required to submit their applications electronically through Grants.gov, the federal government's online application system.

The Grants.gov system must receive your validated and accepted application no later than 11:59 p.m., Eastern Time, on January 5, 2012. We strongly recommend that you submit at least 10 days in advance of the deadline to give yourself ample time to resolve any problems that you might encounter. The Arts Endowment will not accept late applications. In addition, you may have a better experience if you submit outside of Grants.gov's hours of heaviest usage, generally 12 noon to 5:00 p.m., Eastern Time.

Register or Renew/Verify Your Registration with Grants.gov

NOTE: Grants.gov has implemented new security requirements for the use of the Grants.gov system. Among the changes, applicants are now required to change their passwords every 90 days. See www.grants.gov for more details.

It is your organization's responsibility to create and maintain a regularly updated registration with Grants.gov. This includes registration with the **Central Contractor Registration (CCR)**, where your organization's information must be renewed annually. **Finalize a new or renew an existing registration at least two weeks before the application deadline.** This should allow you time to resolve any issues that may arise with Grants.gov or CCR. Failure to comply with these requirements may result in your inability to submit your application.

If your organization is not yet registered, go to Grants.gov's [Get Registered](#). **Allow a minimum of two weeks for this multi-step, one-time process.** If your organization already has registered, **renew your registration with CCR and verify that your registration with Grants.gov is current.**

If you have problems with registration:

- CCR Assistance Center: Call 1-866-606-8220, send a message through the Web site at www.ccr.gov, or see the information posted on the CCR Web site at [Help](#).
- Grants.gov Contact Center: Call 1-800-518-4726, e-mail support@grants.gov, or consult the information posted on the Grants.gov Web site at [Help](#). The Grants.gov Contact Center is available 24 hours a day, 7 days a week.

Maintain documentation (with dates) of your efforts to register or renew at least two weeks before the deadline.

You do not need to complete the registration process to download the application package and begin to prepare your material (see below). However, you will need your Grants.gov Username and Password that you obtain during the registration process to submit your application.

Download the Application Package

1. Verify your software.

You must have a version of Adobe Reader that is supported by Grants.gov installed on your computer before you download your application package from Grants.gov. Non-compatible versions of Adobe Reader or other Adobe products will lead to errors and prevent you from submitting your application. If more than one computer will be involved in the preparation of the application package, ensure that the same version of Adobe Reader is used.

Please go to **"Download Software"** to see the compatible versions of Adobe Reader and, where necessary, to download and install the appropriate Adobe Reader software.

2. Access the application package on Grants.gov by clicking on the link below:

DOWNLOAD

[Funding Opportunity Number: NEAPS1202]

This will bring you to the "Selected Applications for Download" screen.

Download the application package and follow the instructions below. **It is not necessary to download the instructions from Grants.gov as you will merely be directed back to the instructions in this document.**

3. When you download the application package, the Grants.gov "Grant Application Package" screen will open. Click on the "Save" button at the top of the form and **save the application package to a location on your computer or network where you can find it readily**. Save your application each time that you work on it. You will get the message: "The File already exists. Replace existing file?" Click "Yes" to ensure that you always save the most recent version.
4. In the "**Mandatory Documents**" box, you will see three forms. You must move these forms to the "**Mandatory Documents for Submission**" box before you can open them. Once moved, the three forms merge into a single document. You can access each form by clicking on it to highlight it and then clicking on the "**Open Form**" box OR you can scroll down your screen and you will come to each form in succession.

The three forms are:

- **Application for Federal Domestic Assistance/Short Organizational Form (SF-424)**: This form asks for basic information about your organization and project. Complete this form first. Data entered here will populate fields of other forms where possible. Instructions for completing this form begin on page 16.
- **Project/Performance Site Location(s) Form**: This form collects information about the primary site location where the project will be performed. Instructions for completing this form begin on page 18.
- **Attachments Form**: This is not a form in the conventional sense, but rather a place to attach additional items (e.g., your application narrative and the Project Budget Form) that must be included for your Grants.gov application package to be considered complete. Instructions for completing this form begin on page 19.

Submit Your Electronic Application

1. Check the size of your electronic application. The total size should not exceed 10 MB.
2. To begin the submission process, click the "**Save & Submit**" button. [This button will not become active (and turn from light to dark gray) until you have saved your application with all required fields completed. Clicking this button will prompt you to

save your application package one last time. When asked if you want to replace the existing file, click "Yes." You will then be reconnected to Grants.gov and the Internet.] **You will be prompted to provide your Grants.gov Username and Password that you obtained during registration.**

3. Click the "**Login**" button. This will bring you to the "Application Submission Verification and Signature" screen, which provides a summary of the Funding Opportunity for which you are applying. Click the "Sign and Submit Application" button to complete the process. **Be certain that you are satisfied with your application before you click this button. No revisions to your application are possible through Grants.gov once it is submitted.**

If you have difficulty submitting, go to **Adobe Reader Error Messages** or **Applicant Resources** for several tools and documents to help you.

4. Ensure that your application was validated and accepted by the Grants.gov system. Go to **Track My Application** to track the validation and progress of your application submission through Grants.gov. After the Arts Endowment retrieves your application from Grants.gov, log in to the Grants.gov system by using your Username and Password to receive your Agency Tracking Number (this will be the Arts Endowment-assigned application number).

Instructions for the Application for Federal Domestic Assistance/Short Organizational Form (SF-424)

NOTE: All asterisked (*) items and yellow fields on this form are required and must be completed before you will be able to submit the form. Do not type in all capital letters when completing the form. Enter information directly into the form. Do not copy from an old application package or another document and paste into the form.

1. Name of Federal Agency: Pre-populated.

2. Catalog of Federal Domestic Assistance Number: Pre-populated.

3. Date Received: This will be filled automatically with the date that you submit your application; leave blank.

4. Funding Opportunity Number: Pre-populated.

5. Applicant Information:

a. Legal Name: Enter the legal name of your organization as it appears in the current IRS 501(c)(3) status letter or in the official document that identifies the organization as a unit of state or local government, or as a federally recognized tribal community or tribe.

b. Address:

Use Street 1 for your street address or post office box number, whichever is used for your U.S. Postal Service mailing address. Street 2 is not a required field and should be used **only** when a Suite or Room Number or other similar information is a necessary part of your address. Do **not** use Street 2 to give a second address for your organization.

In the Zip/Postal Code box, enter your **full 9-digit zip code** that was assigned by the U.S. Postal Service. (You may look it up at www.usps.com/zip4/.)

d. Type of Applicant: Select the item that best characterizes your organization from the menu in the first drop down box. Additional choices are optional.

e. Employer/Taxpayer Identification Number (EIN/TIN): Enter the 9-digit number that was assigned by the Internal Revenue Service; do not use a Social Security Number.

f. Organizational DUNS: All organizational applicants for federal funds must have a DUNS number, which is recognized as the universal standard for identifying organizations worldwide. **The number that you enter here must agree with the number (either 9 or 13 digits) that you used with the CCR (Central Contractor Registration) as part of the Grants.gov registration. Otherwise, your application will not be validated by Grants.gov and will be rejected.**

g. Congressional District: Enter the number of the Congressional District where the applicant organization is located. Use the following format: 2 character State Abbreviation-3 character District Number. For example, if your organization is located in the 5th Congressional District of California, enter "CA-005." If your state has a single At-Large Representative or your territory has a single Delegate, enter your two-digit state/territory abbreviation and "-000." If you need help determining your district, go to www.house.gov and use the "Find Your Representative" tool.

6. Project Information:

a. Project Title: Enter "Your Town."

b. Project Description: Provide a two or three sentence summary description.

c. Proposed Project Start Date/End Date: Enter a start date no earlier than May 1, 2012. Your project may extend for up to 18 months.

7. Project Director:

Provide the requested information for the Project Director. Select a Prefix (e.g., Ms., Mr.) even though this is not a required field. Provide contact information, including an e-mail address, that will be valid through May, 2012.

8. Primary Contact/Grant Administrator:

Provide the requested information for the individual who should be contacted on all matters involving this application and the administration of any Cooperative Agreement that may be awarded. Select a Prefix even though this is not a required field.

If this individual is the same as the Project Director, you may check the "Same as Project Director" box and not repeat information that you have already provided in Item 7. (If the Primary Contact/Grant Administrator is the same as the Authorizing Official, please complete all items under both 8 and 9 even though there will be some repetition.)

9. Authorized Representative:

Enter the requested information for the AOR (Authorized Organization Representative) who will be submitting this application to Grants.gov. Select a Prefix even though this is not a required field. The AOR must have the legal authority to obligate your organization. By clicking the "I Agree" box at the top of Item 9, this individual will be certifying compliance with relevant federal requirements on your organization's behalf. (These requirements can be found in the "[Assurance of Compliance](#)" section.) The "Signature of Authorized Representative" and "Date Signed" boxes will be populated by Grants.gov upon submission of the application.

Instructions for the Project/Performance Site Location(s) Form

NOTE: All asterisked (*) items and yellow fields on this form are required and must be completed before you will be able to submit the form. Do not type in all capital letters when completing the form. Enter information directly into the form. Do not copy from an old application package or another document and paste into the form.

This form collects information about the primary site, as well as additional sites, where project activity will take place. While the various workshops held as part of this program will eventually involve more sites, for now you should just enter the address of the applicant organization as the primary site. Your responses will not be a factor in the review of your application.

For the Organization Name:

Enter the name of the organization where the activity will take place. This may be the applicant organization or another organization. The remaining fields in a block (e.g., DUNS number) are associated with the organization where the activity will take place.

For the Project/Performance Site Congressional District:

Use the following format: 2 character State Abbreviation-3 character District Number. For example, if the organization is located in the 5th Congressional District of California, enter "CA-005." If the project directly impacts all districts in a state, enter "all" for the

district number. For example: "MD-all" for all Congressional districts in Maryland. If nationwide (all districts in all states), enter "US-all." If the state has a single At-Large Representative or the territory has a single Delegate, enter your 2 character state/territory abbreviation and "-000." If the project is outside the U.S., enter "00-000." If you need help determining a district, go to www.house.gov and use the "Find Your Representative" tool.

How to Use the Attachments Form

This "form" is not a form in the conventional sense. Rather, it is a place to attach documents that you have completed and saved elsewhere on your computer. Several important points:

1. Most of these attachments are documents (e.g., narratives) that you will develop in accordance with the instructions provided. Attachment 4 is a fillable form; you will find a link to it.
2. For documents that you develop, label pages clearly with the name of the item (e.g., Application Narrative) and your organization's legal name. Leave a margin of at least one inch at the top, bottom, and sides of all pages. Do not reduce type below 12-point font size. Do not type in all capital letters. Within each attachment, number pages sequentially; place numbers on the bottom right hand corner of each page. Comply with the page limitations; excess pages will be removed and not be reviewed.
3. **Your non-form documents must be submitted as PDF (portable document format) files.** These documents can be created using any word processing software. When you have completed the document, save it to your computer and convert it to PDF before attaching. If you don't already have software to convert files to PDF, there are many low-cost and free software packages that can do this. To learn more, go to **PDF Conversion Programs**. No attachment should be more than 2 MB.

Please make sure to convert your documents into PDF format in line with the guidance above. **Do not create PDFs of your electronic documents by scanning.** In the past, some applicants have printed their electronic documents and then scanned them, saving the scan in PDF format. PDFs created this way are much larger, and of lower quality, than PDFs created by the methods we recommend. **Do not embed non-printable media files (video and/or sound) in your PDF documents.** Static images (e.g., pictures) are acceptable. Please do not enable any document security settings or password-protect any PDF file you submit to us.

4. **Name your files as indicated below and attach them in the proper order.** Please note that you cannot change the name of a file on the Attachments Form. Therefore make certain that each file is named correctly **before** you attach it.

When you open the Grants.gov Attachments Form, you will find 15 attachment buttons. By clicking on a button, you will be able to choose the PDF file from your computer that you wish to attach. Please attach the proper file to the proper button as listed below.

ATTACHMENT 1: ORGANIZATIONAL BACKGROUND

To this button, attach an **Organizational Background statement of no more than 2 pages**. The file name should indicate the name of your organization or a recognizable acronym followed by "OrgBackground.pdf" (e.g., "ABCOrgBackground.pdf"). Provide:

- Date organization was incorporated, if applicable.
- Mission/purpose of your organization.
- An overview of your organization's activities.
- A description of the community/region/audience that you serve.
- Specific information on your organization's relationship to the fields of planning, design, and/or rural development.

ATTACHMENT 2: APPLICATION NARRATIVE

To this button attach an **Application Narrative of no more than 5 pages**. The file name should indicate the name of your organization or a recognizable acronym followed by "Narrative" (e.g., "ABCOrgNarrative"). Please organize your response a), b), c), etc. and use the boldfaced language below as a heading for each item. Address your preliminary suggestions/plans for:

- a) A proposed administrative **support structure** for the *Your Town* workshops. Discuss any proposed partners, and how you plan to divide and coordinate responsibilities in line with your proposed structure. Address the duties required for each workshop as outlined under Item 4 of the "Detailed Requirements of the Cooperator" on page 3.
- b) **Individuals you might propose** as planning, design and arts advisors; potential panelists; and/or workshop faculty, speakers, or resource specialists. Discuss any past engagements your organization has had with these individuals, and how you propose to work with them.
- c) Managing the **application and review process** for organizations interested in hosting workshops, including your outreach strategy to assure that guidelines reach targeted areas.
- d) **Convening the selection panel** and **providing funds** to the workshop hosts.
- e) Serving as a **resource for the workshop hosts** after their workshops have been completed.

- f) **Documentation and evaluation** of the overall program and of each community workshop, including post-workshop follow-up activities. Discuss the performance measures that you will use to provide evidence that the NEA Livability outcome was achieved.
- g) The design and content of the ***Your Town website and manual***.
- h) Upgrading and maintaining the ***Your Town database*** and its capacity to be used for targeted electronic and other appropriate outreach to relevant constituencies.

ATTACHMENT 3: BIOGRAPHIES OF KEY PERSONNEL

To this button, attach **brief bios (at least two per page) for the key personnel** who will be involved in the project. Include proposed contractors, consultants, or partners as appropriate. The file name should indicate the name of your organization or a recognizable acronym followed by "Bios" (e.g., "ABCOrgBios").

ATTACHMENT 4: PROJECT BUDGET

To this button, attach the **completed Project Budget Form**, Pages 1 and 2.

CLICK TO DOWNLOAD: [\[FORM\]](#) [\[INSTRUCTIONS\]](#)

The file name should indicate the name of your organization or a recognizable acronym followed by "Budget" (e.g., "ABCOrgBudget").

Please leave all remaining Attachment buttons blank.